Magic Touch DPP

Sézanne (51120), France

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MAGIC TOUCH DPP
Trace. Prove. Share.
Your product has a story. Make it known.

Your product data becomes a business asset, with compliance built in.

THE DIGITAL PRODUCT PASSPORT
The Digital Product Passport (DPP) is the electronic identity that accompanies each product, from manufacturing to recycling.
Europe is making it mandatory to close the information gap that holds back the circular economy.
It is also an opportunity to create new services and new revenue streams.

THE REGULATORY CHALLENGE
The DPP is becoming mandatory in Europe, one product group at a time: from 2027 for certain batteries (Regulation (EU) 2023/1542), then progressively for products covered by the delegated acts of the ESPR (Regulation (EU) 2024/1781).
- 2026: REP EPRO (France)
- 18 February 2027: DPP mandatory for electric vehicle batteries, light means of transport batteries and industrial batteries above 2 kWh (Regulation (EU) 2023/1542)
- End of 2027: GS1 Sunrise, retail checkouts must be able to scan GS1 2D barcodes, including the GS1 Digital Link QR code, alongside the EAN/UPC barcode
- 2028-2029 (estimate): textile DPP, ESPR delegated act expected in 2027, applicable at least 18 months after adoption
- By 2030: progressive extension to the other priority product groups of the ESPR Working Plan 2025-2030, according to the delegated acts timetable

The DPP and the product QR code also feature in other regulations:
- Construction products (Regulation (EU) 2024/3110, CPR): DPP planned, date to be set by delegated act
- Packaging (Regulation (EU) 2025/40, PPWR): QR code or data carrier on reusable packaging from 12 February 2029, shared with the DPP of the packed product where one exists

Without structured product traceability, meeting these requirements in a reliable and auditable way is difficult.

THE CURRENT PROBLEM: PRODUCT DATA SCATTERED ACROSS THE IT SYSTEM
Each stage of the life cycle lives in its own software silo:
- Production and quality: MRP, MES, QMS
- Logistics and warehousing: WMS, TMS, EWM
- Sales and orders: OMS, CRM
- Maintenance and recycling: CMMS, FSM
- Master data: ERP, MDM, PLM, PIM, DAM

The result:
- Heterogeneous data, with no 360° view of the product life cycle
- Compliance, provenance and carbon impact that are hard to prove to a regulator
- Costly, fragile point-to-point integrations

THE SOLUTION: MAGIC TOUCH DPP

Magic Touch DPP is a SaaS platform dedicated to product life-cycle traceability, integrated into Magic Touch. It is:
- GS1 standards-compliant: a 100% GS1 standards chain, from QR code to resolver
- Interoperable: a vendor-independent architecture, with data that your partners can read and use thanks to EPCIS 2.0
- Non-invasive: it is built on top of your existing IT system, without replacing or modifying it
- Designed for all products and their entire life cycle

Magic Touch DPP is built on 5 inseparable pillars, integrated into a single middleware:

Pillar 1. DPP Management: structure and update your product data in a Digital Product Passport aligned with ESPR requirements, and register its unique identifiers in the EU DPP registry.

Pillar 2. GS1 Digital Link: identify every item with a GS1 Digital Link QR code, the single entry point to all product data.

Pillar 3. EPCIS 2.0: record every event in the product life cycle (manufacturing, shipping, receiving, end of life), time-stamped and auditable by every actor in the chain.

Pillar 4. Smart Resolver: deliver the right information to the right person, in the right place, at the right time and on the right device (consumer, distributor, logistics provider, regulator).

Pillar 5. Artificial Intelligence (MCP connector): build product intelligence to leverage your data, automate analyses and differentiate your offering.

HOW IT WORKS
Secure client zone: your existing IT system (ERP, PLM, MES, DAM, QMS, CRM…) feeds Magic Touch DPP with static data (items, SKUs, production) and business events (production, logistics, recall, maintenance). No changes to your IT system are required.

Digital Product Passport zone:
- Product repository: composition, materials, bill of materials, manufacturing process
- EPCIS repository: structure, capture and store the history of product life-cycle events
- DPP: unique identity, immutable data, history secured by hashing
- Configuration of business use cases or delegated acts: define the data exposed and the events recorded, autonomously and without development

Public zone:
- GS1 Digital Link (GTIN, GRAI, GIAI): every scan reaches the resolver
- The resolver analyses the context, executes the rule linked to the profile and publishes the appropriate response. For example: a product page for the consumer, access to the DPP content for the inspector, information for the distributor's checkout system
- Partner IT systems (suppliers, subcontractors, logistics providers, distributors, recyclers): exchange of inbound and outbound events, and subscriptions, using the EPCIS 2.0 standard

Whether regulatory or business-driven, all events follow the EPCIS 2.0 standard, interoperable with your partners or accessible via EDI.

NATIVELY INTEGRATED GS1 STANDARDS
Magic Touch DPP is built on the GS1 "Identify, Capture, Share" framework.

GS1 Digital Link: GS1 Digital Link encodes the product's identity in a QR code (GTIN, batch/lot number, expiry date…). Readable by any device (smartphone, checkout, industrial scanner…), it is the universal entry point to the DPP.

EPCIS 2.0 (global standard for event-based traceability): EPCIS 2.0 is the GS1 standard that captures every event in the product life cycle. In Magic Touch DPP, it structures and time-stamps these events, and automatically feeds the Digital Product Passport in real time with reliable, standardised and interoperable data.

GS1 Resolver (smart content router): the Magic Touch DPP resolver is built on GS1 standards. It turns every scan into a personalised experience: delivering the right information or service to the right person, in the right place, at the right time.

ESPR DPP: every product covered by an ESPR delegated act will need a digital passport. Magic Touch DPP builds it, feeds it automatically via EPCIS 2.0, hosts it and registers its unique identifiers in the EU DPP registry established by Regulation (EU) 2024/1781.

Magic Touch DPP is qualified for EPCIS 2.0 and GS1 Digital Link.

DPP DATA MANAGED BY MAGIC TOUCH DPP
- Identity and composition: materials, substances, weight, dimensions
- Provenance and manufacturing: origin, production site, certifications
- Durability and end of life: repairability score, recyclability, instructions
- Carbon footprint: Product Carbon Footprint (PCF)
- Digital traceability: EPCIS 2.0, GS1 Digital Link, GS1 resolver

- Compliance: audit, versioning, regulator and customs access

AI-READY
Talk to your data, built into Magic Touch:
- Natural-language questions about your product passports, with no query to write
- Actions triggered from the answer: batch recall, batch blocking, alert
- Sourced answers, with no invented figures
- Internal use, by your teams

MCP server: it exposes data from the entire product life cycle outside Magic Touch, via MCP and API, according to each user's access rights, to your AI agents, ESG platforms and other tools.

DESIGNED FOR ALL PRODUCTS
- Reusable packaging (crates, bottles, logistics containers): manufacturing, use, collection, washing, reuse
- Fast-moving consumer goods (food, personal care, household products): production, distribution, consumption, packaging recycling
- Textiles and fashion (clothing, footwear, accessories): production, distribution, use, second hand, recycling
- Capital goods (electronics, industrial equipment, batteries): production, distribution, use, maintenance, repair, reuse, recycling

BUSINESS BENEFITS
1. Reduce regulatory risk
Meet DPP requirements (ESPR, Battery Regulation) and EPR requirements (France), and get your products ready for GS1 Sunrise 2027.

2. Gain visibility
Get a 360° view of the product life cycle. Share reliable data with every actor in your value chain.

3. Leverage your product data
Turn regulatory data into useful, differentiating information: consumer product pages, checkout systems, product recalls, product marketing, CSR commitment.

4. Accelerate circularity
Make repair, reuse, maintenance and recycling easier with structured data accessible to every actor.

5. Build trust
Provide transparency and concrete proof to your customers, partners, regulators and customs authorities.

END-TO-END SUPPORT
Magic Software supports each project with three offers: Maturity Assessment, Scoping Study and Proof of Concept (POC). Every engagement starts from your situation and builds on top of your existing IT system.

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Magic Software provides a unified SaaS platform to build end-to-end product traceability, together with the consulting services needed to make it operational.

Pricing: per product [specify: per unit sold or per product reference (GTIN)].

WHY SUPPORT MATTERS
Only 49% of European industrial mid-market companies say they know and understand what the DPP involves. The main obstacles they cite are the complexity of the requirements (42%), a lack of compliance resources (42%) and a lack of guidance (37%).
Source: Forterro, Digital Future Research Report 2025 (European industrial mid-market)

Overcoming these obstacles requires three areas of expertise that are rarely combined. Magic Software brings all three together:
- Regulatory and standards expertise: ESPR, PPWR, Battery Regulation, sector-specific delegated acts, and GS1 standards. Magic Touch DPP is qualified for EPCIS 2.0 and GS1 Digital Link.
- Industrial expertise: production, marking, supply chain, building on FactoryEye, Magic Software's industrial data platform launched in 2019.
- Process and product-data orchestration expertise: ERP, PLM, PIM, MDM, backed by over 40 years of integration platforms (iBOLT, uniPaaS, Magic xpi, cloud-based integration).

TWO STARTING POINTS
You have a business use case
→ We start with a Scoping Study to address this specific need, then run a Maturity Assessment to extend the DPP infrastructure to all your products.

You are anticipating regulatory requirements

→ We start with a Maturity Assessment to build the DPP infrastructure upstream, then run a Scoping Study to add regulatory requirements and business use cases.

In both cases, a Proof of Concept validates the deployment before roll-out.

DPP MATURITY ASSESSMENT
Objective: position your DPP system on a maturity grid and define the action plan to make it operational.
Activities:
- 4 workshops: objectives, information systems, business functions
- Mapping of existing product data in your information system
- Target architecture for the DPP infrastructure
- Presentation of findings
Deliverables:
- Map of existing product data
- Documented positioning on the DPP maturity grid
- Target architecture
- Action plan for an operational DPP system

SCOPING STUDY
Objective: produce a documented action plan to integrate a new regulatory requirement or business use case into your DPP, whether existing or planned.
Activities:
- Workshop presenting the applicable regulation or use case
- Scoping workshop with your departments (CSR, business, IT)
- Mapping of the product data to include in the DPP
- Definition of the product life-cycle events to trace (EPCIS 2.0)
- Presentation of findings
Deliverables:
- Functional specifications
- Impact on the DPP infrastructure
- Prioritised roadmap (identification, EPCIS events…)

PROOF OF CONCEPT
Objective: deploy Magic Touch DPP on a restricted scope, configured according to the functional specifications from the Scoping Study.
Scope:
- Integration and professional services
- Configuration of Magic Touch DPP
- Restricted perimeter, to validate the deployment before any roll-out
Outcome: DPP deployment validated on the restricted scope, ready for roll-out.

TRAINING
[To be specified: audience, content (Magic Touch DPP, GS1 standards, EPCIS 2.0), format, duration.]

Every engagement starts from your situation and builds on top of your existing information system, without replacing or modifying it.
Grâce à cette approche flexible, vous bénéficiez d'une solution complète et évolutive, parfaitement adaptée à vos besoins.

Company's information

Year of foundation : 1993
Company size : ETI < à 5000 personnes

Nouveaux standards

QR code augmenté GS1
Digital Product Passport

Target audience

All sectors

Strengths

Assets 1 : 5 pillars 1. DPP Management 2. GS1 Digital Link (GTIN, GRAI, GIAI) 3. EPCIS 2.0 4. Intelligent Resolver 5. AI (MCP connector)
Assets 2 : 15 years of experience in unitary traceability
Assets 3 : Expérience de 15 ans dans la traçabilité produit

Target audience

SMEs < à 250
ETI < à 5000 personnes
GE >= à 5000 personnes
All sizes companies

GS1 certifications

GDSN product sheet
Electronic invoices

Activities of software publishers / integraters

MES, Manufacturing Execution System

Consulting activities

Traceability consulting
IT consulting

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